

\$50,000 WORTH OF EDITORS

CAPTURED BY THIS PAPER

For Our Women Readers

EVERY WEEK THE BEST WOMAN'S PAGE

A newspaper is known by the company it keeps. A newspaper's reputation is made and sustained by the way in which it treats its friends. That is logical and obvious.

This paper has always been proud of its record in that regard. Nothing that we thought would bring benefit or pleasure to our readers has been too expensive for us to get.



Charles Dwyer

We have always been alert for any feature that would improve this paper, win for us new readers, and solidify the affection of our old friends.

We stand on the statement that nothing is so good that it cannot be improved, and the policy of this paper has always been to direct every effort and seize every opportunity to broaden its appeal.

We are publishing every day a paper that we are proud of, and our aim is to produce a paper that will be read by every man and woman in this city. We are well on our way to that result—new friends every day!

In the women folk of this city we feel a peculiar interest. We are glad to acknowledge the value of the women's support to any newspaper.

A constant and reiterated question with us has been: "How can we become closer friends with the women of this city?"

Our continuous search has been for more matter—better matter—to present to our women readers. Matter of a certain sort is easy to find. We didn't think much of it was worthy.

But at last we are able to announce the happy solution of this perplexing problem. We have solved the question with complete satisfaction to ourselves and (we are confident of it) to our women friends.

After long search and careful selection, we have secured for this paper a corps of editors and writers never before attainable for the columns of any newspaper anywhere.

The best work of their brains and hands will be focussed through our columns upon the home and its presiding genius.

We feel pardonably exultant at this time in being able to present to our readers our new WOMAN'S HOME PAGE and its famous contributors.

CHARLES DWYER, its editor-in-chief, needs no encomiums from us to add to his national reputation. He brings to this newspaper his years of ripe experience as editor of The Delineator.

The Editors of Our Woman's Page

His is a mind finely attuned to everything of interest to modern womankind. The name of CHARLES DWYER, his quick sympathy, his vigorous grasp and keen, selective abilities, are a guarantee of balance, timeliness and well-proportioned strength to this department.

Around Mr. DWYER is grouped a company of departmental experts.

First in the hearts of our womankind comes Dress—the fads and fancies of fashion. We are happy at securing as director of this department, Mrs. HELEN D. PURDY. Mrs. Purdy's editorial association with the Butterick publications, and later with The Ladies' World, crowns with its literary fruition her earlier experience as executive head of one of New York's greatest women's tailoring establishments.

PRACTICALITY will be the keynote of Mrs. PURDY'S work. We predict an enormous popularity for her articles, suggestions and helpful notes. Art Needlework will be a very prominent feature.

Our Fashions will be incomparable in snap and vogue—watch them carefully. They will cover the entire realm of dress, from lingerie to the luxurious robes of the ballroom.

Health and Hygiene—subjects commanding the attention of every woman of the present age—will be under the personal care and direction of Dr. GRACE P. MURRAY, one of the most eminent women physicians of New York City today.



Maude Adams

Her words on the care of the body, the latest developments in systematic exercise and its value and application in perfecting the human form, are eagerly awaited by an enthusiastic and constantly expanding audience of American women.

Of course not every woman can hope to become a prize winning beauty, but every woman and girl appreciates the value of Good Looks and is constantly striving toward the ideal. It is fortunate that our readers can look to Dr. EDITH MACKAYE for

Dr. Mackaye's Hints on Beauty

aid to that end. In her series of articles, Dr. MACKAYE will give our girl readers personal advice on the care of the hair, the skin, the hands—all the little intimacies of the boudoir. We want Dr. Mackaye to become the close friend of all our readers. She is worthy of it.

The care of young children and the babies—hints and suggestions for the up-bringing of a stalwart race of young Americans, will be under the direction of Mrs. JULIA SEDGWICK KING. No period in the life of a child offers so ripe an opportunity for the inculcation of ideas of right living and right thinking as childhood.

Mrs. King's work is known from the Atlantic to the Pacific.

Her fame is country-wide, and her words are always accepted as coming from knowledge based on experience.

Her department will be practical in tone. Mrs. King is never the woman to rush after fads or false gods. Eminently sane in all matters pertaining to mothers, children and true home life, we hail Mrs. King as one of the most valuable editors of our Woman's Home Page, and we can promise our readers that no effort will be spared to make this department one of continual attraction and helpfulness.

Probably no subject is fraught with greater interest to the young and ambitious girl than music. Every girl has musical possibilities awaiting development. She is willing to spend many hours every day at the piano or in cultivating her voice; perhaps not in the hope of ever becoming a great concert singer or a grand opera star, but to give pleasure to herself and her friends.

Can she find any one better able to drop words of advice into her listening ears than Madame Galski, Madame Schumann-Heink or Gustave Kobbé? Each of these eminent artists and critics, with many others, will contrib-



Annie Hamilton Donnell

ute helpful articles on music and its possibilities for the young girl or woman.

If the way to a man's heart is through his stomach, our readers will applaud the selection of Miss WEALTHA A. WILSON, of the Domestic Science School of Columbia University, as guide and mentor in Matters Culinary.

How to develop the most satisfactory results and to stage them effectively on the dining-room mahogany will be told; yet the inculcation and application of true domestic economy—the real economy of the home—has called for Miss WILSON'S most intensive work and will be continued in our pages.

Etiquette, the usage of the best in society, social forms, customs and deportment, will play an exceedingly prominent role in this new department. Mrs. FRANK LEARNED, its editor, is well equipped and competent to conduct this work with finesse and balance.

In our WOMAN'S HOME PAGE, do not infer that the misses will be missed.

Emphasis will be laid on the pleasures and practicalities of childhood and young womanhood. It will be one of the strongest features of this splendid page.

We take an especial delight and pride in one feature that heretofore has never been introduced on the woman's page of a newspaper—that is, this department will offer a series of SPECIAL ARTICLES, bearing upon the various phases of woman's life and interest.

Among the special writers we have engaged to positively appear in this department will be MAUDE ADAMS, MME. SCHUMANN-HEINK, GERTRUDE LYNCH, GRACE MACGOWAN COOK, ZONA GALE, GUSTAV KOBBE, ANNIE HAMILTON DONNELL, MARY STEWART CUTTING, ROSE STAHL, and a host of others. Their work will cover all the activities of the woman's world. Miss ADAMS has a unique felicity in handling the picturesque in her stories of the stage. Miss LYNCH will contribute special articles on the "woman who works"—her chosen field. ZONA GALE'S delicious femininity and apt artistry will delight you often. Mme. SCHUMANN-HEINK, the world-famous opera star, has consented to contribute articles of keen interest to every lover of music. CAROLYN WELLS will be in evidence with her flashes of scintillating humor.

We could fill this issue with the names of our corps of editors and special writers; but let enough be enough. Later, we will announce some of the greatest surprises we have in store for our readers.



Dr. Edith L. Mackaye



Julia Sedgwick King



Wealtha A. Wilson



Mrs. Frank Learned

SEND IN YOUR ORDERS FOR THE GREAT PAGE

Suffice it to say that during the coming year this newspaper will present to the ladies of this city a department of incomparable value and interest.

YOU CANNOT AFFORD TO BE WITHOUT IT. The first course in this feast of things feminine will be spread next week.

YOU CANNOT AFFORD TO MISS IT. Send in your subscriptions NOW for the most progressive newspaper in this city.